

GLOBO

Fuorisalone 2014

Thukral & Tagra

Animus – Indian futuristic reverie

Globo Showroom

Corso Monforte 15, Milano

The bathroom, vigorous surroundings, abundant in inspiration: a place that does not allow itself to be limited by its function, but that effortlessly becomes an integral part of the home. **Ceramica Globo's** philosophy focuses on creating a **design product that can satisfy the public's different tastes, while still remaining consistent with the company's own history** and its own concept.

For the occasion of the *Fuorisalone 2014*, at its **Corso Monforte showroom**, the brand will present a **display** that is **innovative and scenographic, ironic and visionary**. Globo will convey its own universe through "Animus," a conceptual operation with images that emphasizes space and products in an out-of-the-ordinary way.

Setting up the display has been entrusted to the duo **Thukral & Tagra**, dynamic and creative Indian artists whose work ranges from art to design to graphics. This collaboration aims at radically transforming the expository logic connected to the bathroom and its related items, approaching this subject in a fresh and original way. **Pop and organic inspirations, visual references to India of the third millennium** present to the world a complex and fascinating reality, dreamlike and colored with vintage touches.

"Animus is the title of a project that we conceived while travelling between Milan and Dehli in 2006. It was our first trip to Italy to participate in an exhibition for the Salone del Mobile."

Thus, Animus is reminiscence, an almost nostalgic dream.

The two artists' work **totalizes space**, almost in a playful homage to Flemish artists: **the surroundings are flooded by intriguing puppets that discreetly accompany the visitor**, objects that combine the idea of mythological figures with videogame characters, ideally bridging the past and the present.

In this magical work, the spectator is invited to discover the company's products through a **course made of miniscule decorations and tiny details that combine designs inspired by nature and reality** – like animals, plants, leaves and feathers – **with period electronic devices, fantastic flying objects and breathtaking visual illusions**. Optical graphics create a background and also are repeated on some of the showroom's walls, giving life to waves of motion and perceptual unpredictability. Aerodynamic copper tubes – a clear reference to the hydraulic system – connect the fixtures as if they were frozen gushes of water; a sensation that is amplified by the enchanting **sound of water diffused throughout the showroom**. The intense yellow carpeting frames the product exhibition area, accentuating it and introducing bright hues. In addition, miniature versions of Jiten and Sumir fly in a model airplane that flutters about in the air.

Going downstairs in a charming space with the vaulted brick ceiling, the eye is drawn to the **immense oblong table** that is **completely covered with a mirror on top of which lie the washbasins interpreted by Thukral & Tagra**. The two artists selected four products from Globo's catalog, **embellishing them as to transform them into a retro-style radio**, loaded with speakers, buttons and frequency indicators. Soft pastel colors define the contours of the device, where at times one can see shapes of plants and fragments of wood, expressions of a **visual vocabulary that references continuous interconnection between nature and technology**.

Among these, brass "gushes" of water bouncing off the table, placed at the center of the room. For the exhibitors on the side, two gold arches are set up to pass underneath. A blanketing environment where the

brightness of the mirror enhances perception, provoking symmetries, repetitions and shapes that multiply and where the viewer, spied by graphics of prying eyes, is included in a detailed and fantastic representation.

For Thukral & Tagra, the continual references between the ancient and the modern arise from the **fusion of craftsman activity and the technological component** with the explicit desire to explore the still-human essence of industrialization. An optimistic vision that dreams about the future is encouraged, while still being strongly anchored in the past. This is precisely one of Globo's strengths: a brand that has known how to combine the mastery of traditional ceramic manufacturing with the most innovative industrial processes, guaranteeing quality on one hand, and on the other, ensuring continuous research, paying special attention to sustainability and the environment.

For the company, the *Fuorisalone* is display window to present an **innovative approach to the subject of the bathroom**: a way of understanding this part of the house as a **space in which to live that identifies itself with the consumer's taste**. Everyone can find reference in the catalog to his or her own style: from the collections focused on **design to classic** ones, from those **linear** ones that always have simplicity as their strongpoint, to those most **eclectic and lavish**. Globo presents its research work on esthetic and functional references of the bathroom area, steadily increasing their collection and focusing on shapes.

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